

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMR2104 – MARKET PLANNING AND MANAGEMENT

(All sections / Groups)

15th MARCH 2018

2:30p.m – 4:30p.m

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of ONE (1) page with FOUR (4) Questions only.
2. Attempt ALL questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Currently Acer Inc. had some challenges in handling their channel members. Some of the channel members are underperforms with their task and some are overachieving. By using the **five (5)** types of channel power, help Acer Inc. in asserting power to increase cooperation among channel members.

(Total: 25 marks)

QUESTION 2

A good mission statement has three major characteristics, Identify the **three (3)** major characteristics of good mission statement and explain all major competitive spheres.

(Total: 25 marks)

QUESTION 3

You proposed to your manager of Chick-fil-A to implement Co-Branding in Malaysia. Define co-branding, and explain the **five (5)** types of co-branding that can be used by Chick-fil-A to invest and open their first franchise in Malaysia.

(Total: 25 marks)

QUESTION 4

As a marketing team that was assigned by Faculty of Business, draft a simple marketing plan of a new course for Faculty of Business that can be presented to Multimedia University Board of Directors.

(Total: 25 marks)

End of Paper